

SANTA MARGHERITA LIGURE

LA DOLCE VITA IN RIVIERA

GRANDI EVENTI NEL TIGULLIO



1ST TRIBUTE TO CARLO RIVA

May 29 – June 2, 2015

and

MASERATI GATHERING

May 29 - 31, 2015

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29 May 29 – June 2, 2015

MASERATI GATHERING

May 29-31, 2015

THE PROPOSAL

Santa Margherita Ligure, from May 29 up to June 7 will host several events inspired by *dolce vita della Riviera*, meant to recreate the magic atmosphere of the legendary “Fifties” for participants and spectators.

On this occasion the “1st Tribute to Carlo Riva”, gathering and show of old Riva speedboat models, and the “Maserati Gathering”, by Forza and Rossocorsa car dealers, will be organized.

Ladies of the sea and *ladies of the road* will explore some of the most beautiful places of our Riviera to offer a show of elegance and lifestyle.

Santa Margherita Ligure for 5 days will become meeting and starting point of a large number of enthusiast shipowners and drivers, for visiting Portofino, Camogli, Sestri Levante....timeless unspoiled resorts, able to maintain their landscape extraordinary charm.

Everybody will enjoy shop windows dedicated to a spread exhibition on the “dolcevita” years, along with Restaurants’ and Bars’ proposals for theme menu and drinks.

Rendez-vous for everybody, May 29 by “Hospitality Village”, S.Erasmo pier!

**Promoter of the event Pro Loco Santa Margherita Ligure,
in partnership with the Municipality.**

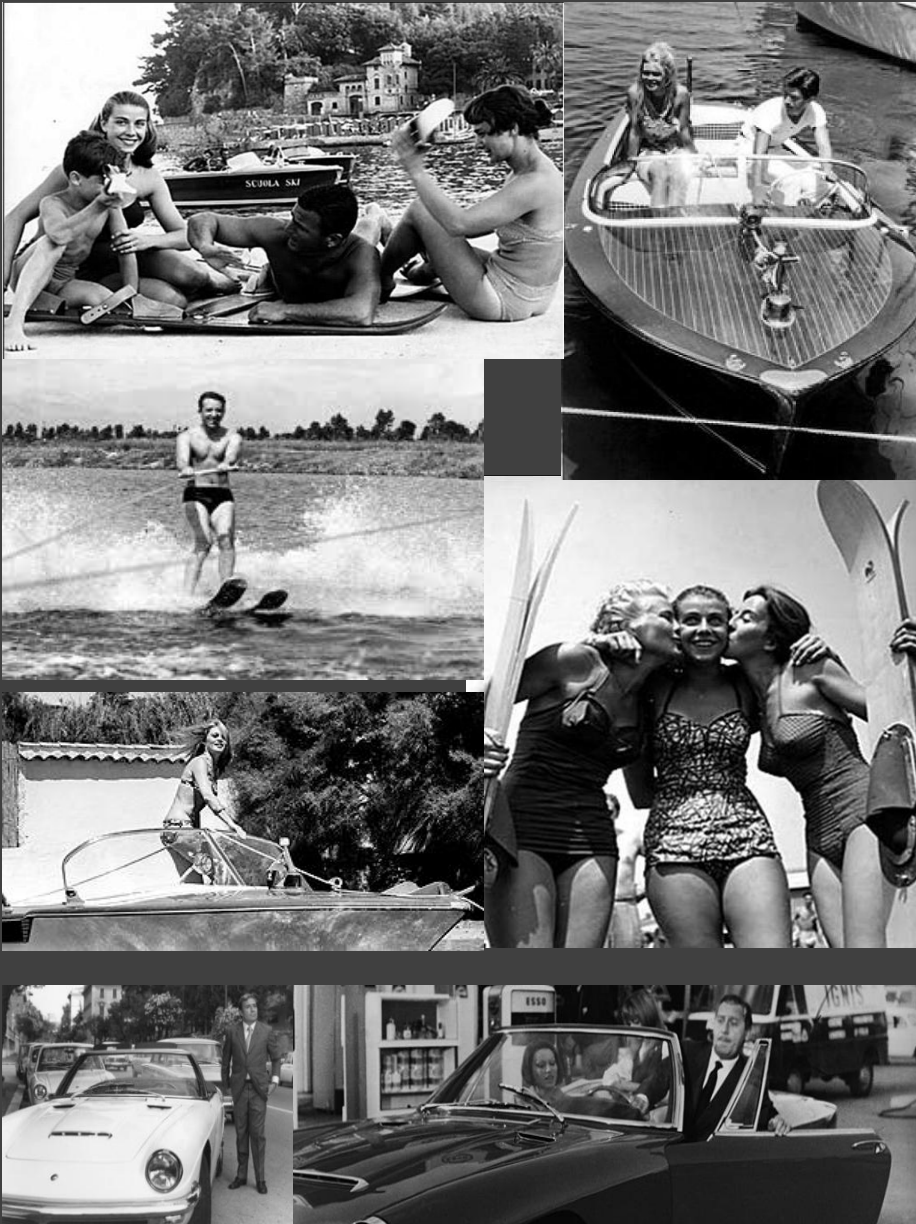


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Pro Loco Santa Margherita Ligure



Comune Santa Margherita Ligure

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29 May 29 – June 2, 2015

PROGRAM

Friday, May 29:

- registration of participants and Press
- arrival of the boats
- check in at the Hotel
- happy hour/buffet (dinner time) onboard motor yacht “Red”
- free night

Saturday, May 30:

- registration and briefing
- navigation with excursion to San Fruttuoso and Portofino, hosting onboard the Maserati cars drivers
- mooring in Porto Pidocchio (Camogli), swimming and pic-nic
- Welcome Reception and dance in Villa Durazzo (S. Margherita Ligure)

Sunday, May 31

- navigation and “Elegance Contest”
- excursion to Sestri Levante, anchorage in “Baia del Silenzio”, happy hour ashore
- Gala Dinner and dance in Grand Hotel Miramare (S. Margherita Ligure)

Monday, June 1

- navigation
- oar trials
- happy hour ashore
- water-ski trials
- Dinner and dance in piazzetta S. Erasmo

Tuesday, June 2

- navigation
- Award Ceremony and buffet at Porto Carlo Riva (Rapallo)
- hauling and departure
- free dinner (for people still in S. Margherita Ligure)

Wednesday, June 3

- hauling and departure

Important:

in case of bad weather, visits and excursions will be arranged for the participants. Possible venues: Villa Durazzo (S. Margherita Ligure), Portofino, Abbazia Doria in S. Fruttuoso and Genoa (Palazzi dei Rolli, Unesco World Heritage site)

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May 29-31, 2015

PROGRAM

Friday, May 29:

- registration of participants and Press
- car arrivals and parking in reserved areas
- check in at the Hotel
- happy hour/buffet (dinner time) onboard motor yacht "Red", together with "1st Tribute to Carlo Riva" guests
- disco night at "Carillon" in Paraggi, if requested

Saturday, May 30:

- registration and briefing
- Maserati drivers are hosted onboard Riva boats, to visit San Fruttuoso and Portofino
- mooring in Porto Pidocchio (Camogli), swimming and pic-nic
- back to S. Margherita Ligure by boat
- Welcome Reception and dance in Villa Durazzo

Sunday, May 31:

- briefing
- car excursion to Sestri Levante, and happy hour in "Baia del Silenzio", both for Maserati guests and Riva shipowners, arrived there by sea
- Maserati car guests departure

For Maserati car guests who will prefer to stay in S. Margherita Ligure for dinner, possibility to attend Gala Dinner and dance in Grand Hotel Miramare/Barracuda beach.

Note: in case of bad weather and impossibility of sea excursions by Riva boats, alternative excursions and visits will be arranged.

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FORZA

ROSSOCORSA

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WHERE



Storytellers , poets or simple travelers , have always been seduced by the infinite beauty of this area , where nature and “jt-set” have melted for many years now .

Portofino promontory, great spur that separates the Gulf of Genoa from Tigullio, protects a natural area that offers wonderful views , with impressive cliffs overlooking the sea , the Mediterranean vegetation and its deep seabed.



On the coast there are charming seaside villages become in some cases small , but exclusive centers of international celebrities, but also beautiful small towns , embedded in the bends of the mountain

Con il patrocinio di



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Santa Margherita Ligure

Spread in a charming bay of the Gulf of Tigullio, protected from the wind, Santa Margherita Ligure is frequented all over the year by an international tourism attracted not only by its beautiful scenery and artistic heritage, but also by the elegance of its stores and the trendy nightlife.

Its scenic natural territory allows splendid walks and excursions, diving in the marine park, swimming in the sea, lovely boat trips, and also a *dolce farniente* between the old town *caruggi* and the promenade



Villa Durazzo

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Portofino

Portofino is a natural harbor, old fishermen village, so beautiful that is now one of the most famous places in the world.

The pastel-colored houses overlooking the water are hidden by the natural recess of the mountain and the thick vegetation: a true corner of heaven.

In “piazzetta” you can find very elegant shopping but also restaurants and trendy bars.



San Fruttuoso

The hamlet of San Fruttuoso, located in a small bay of the Portofino promontory, can only be reached by properly marked foot paths or by boat from the sea.

The Abbey (Xth century) preserves the small two levels cloister - enclosed by two rows of arcades - and the Doria family tombs in the crypt. It has been restored by FAI (italian foundation for environment) that at present takes care of the maintenance.

The bay is overlooked by the Doria tower.



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Camogli

A characteristic village of ancient seafaring traditions and international tourist interest, located on the western side of the Portofino promontory. Despite the increasing of tourism, it has preserved the charm of the ancient medieval village characterized by uphill alleys, steps, porches. It's typical tall houses, with colorful facades,

close to each other, overlook the harbor, where many kinds of fishing boats are moored.

Sestri Levante

Sestri is seaside holiday center on the "Riviera di Levante," having very ancient historical origins, spectacularly perched between two gulfs. It was founded by "Tigulli", and during the Roman and Middle Ages periods it was an important sea-trade hub. The typical houses of the original village overlook the two beautiful bays of "Bay of Fables" (so baptized by the writer HC Andersen) and "Bay of Silence". Buildings that overlook the main "caruggio" are painted in Ligurian style, with trompe l'oeil effects, and some portals are topped with beautiful slate-carved friezes.



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Genova

A historic city of great beauty, really surprising, that encompasses the largest historic center in Europe, full of Medieval buildings and Renaissance palaces. (the *Palazzi dei Rolli* are Unesco World Heritage) But Genoa is also a seaside town, where the port has always been the center of life, with many traditional ancient shops for the pleasure of walking, and the scents and flavors of a gently superb cuisine.





Pro Loco Santa Margherita Ligure



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